



February 16, 1996

*Roger -
I don't know if you have
seen this package, but RR's have
commented that it is fantastic - char - complete -
Thought you might want
to show it. EK*

R.F. (RICH) KANE
Regional Sales Manager

227-A South Street
Hopkinton, MA 01748
508-435-8613
Fax 508-435-8591

To: All Field Sales Personnel in Regions 1100 and 1600 with
Hannaford Brothers / Shop 'n Save Supermarkets

Re: Hannaford Brothers—CID # 1610 00 00
Private Label Introduction—"CHARTER"

*Rece
How about
WEG MARS,
RJR*

Ladies and Gentlemen:

R. J. Reynolds Tobacco Company and Hannaford Brothers "Shop 'n Save" Supermarkets have entered into an agreement which establishes "Charter" as Hannaford's Private Label Brand. Initial shipments to each Hannaford Brothers Supermarket location will occur on 2/23/96.

RJR assumes the responsibility of contacting all Hannaford Brothers Supermarket locations beginning the week of February 26, 1996, to merchandise and display this brand family and ensure prominent P.O.S. exposure and price communication.

The introduction of "Charter" is expected to increase RJR's total Company share and savings share of category in each Hannaford location.

Hannaford Brothers has agreed to ensure a competitive price point for "Charter" in addition to protecting its retail price from competitive discounting. Price points for "Charter" will be determined on a market-by-market basis.

In the event that any competitive in-store discounting occurs which brings the retail sales price within \$1.00 of the established "Charter" every day low price, please send a voice mail (#67719) to my attention with the following information:

- ① Store & City
- ② Brand discounted retail price
- ③ "Charter's" everyday price

"We work for smokers."

51859 7413

ENCLOSED PLEASE FIND THE FOLLOWING:

- ① "Charter" product information
- ② Hannaford—"Charter" re-order numbers
- ③ P.O.S. materials—re-order information
- ④ Merchandising guidelines
- ⑤ Large & small pack stickers
- ⑥ Carton and package identification labels
- ⑦ P.O.S. authorization.

Your assistance in contacting all locations at your earliest convenience to ensure "Charter" is merchandised properly and price communicated, will enhance this introduction and "Charter's" success.

Sincerely,



M. A. Belniak

MAB/nsk

Enclosures

cc: DMs
 RMs

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CHARTER

PRODUCT INFORMATION

	UPC	LENGTH (inches)	WIDTH (inches)	DEPTH (inches)	CUBE (feet)	WEIGHT
PACKS						
Full Flavor 85's	12300 23174	2.0625	0.8438	3.375	0.0034	0.787 oz.
Full Flavor 100's	12300 23177	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Lights 85's	12300 23180	2.0625	0.8438	3.375	0.0034	0.787 oz.
Lights 100's	12300 23183	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Ultra Lights 85's	12300 23186	2.0625	0.8438	3.375	0.0034	0.787 oz.
Ultra Lights 100's	12300 23189	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Menthol Lights 85's	12300 23192	2.0625	0.8438	3.375	0.0034	0.787 oz.
Menthol Lights 100's	12300 23195	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Full Flav CPB 83's	12300 23251	2.2047	0.9055	3.4055	0.0040	0.933 oz.
Light CPB 83's	12300 23254	2.2047	0.9055	3.4055	0.0040	0.933 oz.
CARTONS						
Full Flavor 85's	12300 23175	10.6250	1.7813	3.4375	0.038	8.67 oz.
Full Flavor 100's	12300 23178	10.6250	1.7813	4.0313	0.044	10.13 oz.
Lights 85's	12300 23181	10.6250	1.7813	3.4375	0.038	8.67 oz.
Lights 100's	12300 23184	10.6250	1.7813	4.0313	0.044	10.13 oz.
Ultra Lights 85's	12300 23187	10.6250	1.7813	3.4375	0.038	8.67 oz.
Ultra Lights 100's	12300 23190	10.6250	1.7813	4.0313	0.044	10.13 oz.
Menthol Lights 85's	12300 23193	10.6250	1.7813	3.4375	0.038	8.67 oz.
Menthol Lights 100's	12300 23196	10.6250	1.7813	4.0313	0.044	10.13 oz.
Full Flav CPB 83's	12300 23252	11.1250	1.8750	3.4375	0.041	10.13 oz.
Light CPB 83's	12300 23255	11.1250	1.8750	3.4375	0.041	10.13 oz.
CASES - 12M						
Full Flavor 85's	12300 23178 ⁶	17.625	11.0625	21.688	2.447	33.5 lbs.
Full Flavor 100's	12300 23179	20.5625	11.0625	21.688	2.855	39.0 lbs.
Lights 85's	12300 23182	17.625	11.0625	21.688	2.447	33.5 lbs.
Lights 100's	12300 23185	20.5625	11.0625	21.688	2.855	39.0 lbs.
Ultra Lights 85's	12300 23188	17.625	11.0625	21.688	2.447	33.5 lbs.
Ultra Lights 100's	12300 23191	20.5625	11.0625	21.688	2.855	39.0 lbs.
Menthol Lights 85's	12300 23194	17.625	11.0625	21.688	2.447	33.5 lbs.
Menthol Lights 100's	12300 23197	20.5625	11.0625	21.688	2.855	39.0 lbs.
Full Flav CPB 83's	12300 23253	17.625	11.5625	22.7500	2.683	39.0 lbs.
Light CPB 83's	12300 23256	17.625	11.5625	22.7500	2.683	39.0 lbs.

Available -- 12/19/95

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HANNAFORD BROTHERS COMPANY
"CHARTER" RE-ORDER ITEM NUMBERS

<u>ITEM #</u>	<u>DESCRIPTION</u>
0291500	CHARTER FF KING
0291518	CHARTER FF 100
0291526	CHARTER LIGHT KING
0291534	CHARTER LIGHT 100
0291542	CHARTER ULTRA LT KING
0291559	CHARTER ULTRA LT 100
0291567	CHARTER LT MENTHOL KING
0291575	CHARTER LT MENTHOL 100
0291585	CHARTER FF BOX KING
0291591	CHARTER LT BOX KING

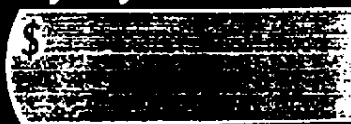
NOTE:

PLEASE ENSURE THESE ITEM RE-ORDER NUMBERS ARE PLACED IN ALL
CIGARETTE ORDER BOOKS.

Generic Point-Of-Sale

CHARTER

Everyday Low Price



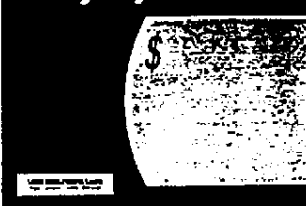
▲ **19" CANOPY CARD, 19" x 8 1/4"
Item #468173

Everyday Low Price

Small Text Below Price

*SMALL PPD CARD, 9 1/4" x 4 7/16"
Item #432636

Everyday Low Price



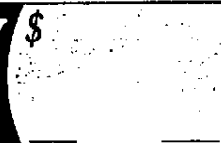
**EXTENDED LARGE PPD CARD, 13 7/16" x 10 1/2"
Item #394847

Everyday Low Price



▲ **PUMP TOPPER, 21 1/2" x 12 1/2"
Item #394891

Everyday Low Price



*LARGE PPD CARD, 13 7/16" x 4 7/16"
Item #394902

Everyday Low Price



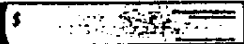
▲ *24" PACKAGE MERCH CARD, 18 3/8" x 3 1/4"
Item #394858

Everyday Low Price



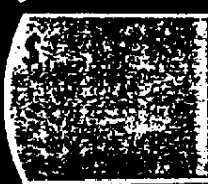
SHELF STRIP, 12 1/4" x 4 7/16"
Item #394880

Everyday Low Price



▲ CHANNEL STRIP, 13 11/16" x 1 3/16"
Item #394869

Everyday Low Price



▲ **DUMP BIN RISER, 17 1/4" x 14"
Item #403911

504734



*Requires
Small Pack
Sticker

504725



**Requires
Large Pack
Sticker

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